

Figure 1

Goal Management

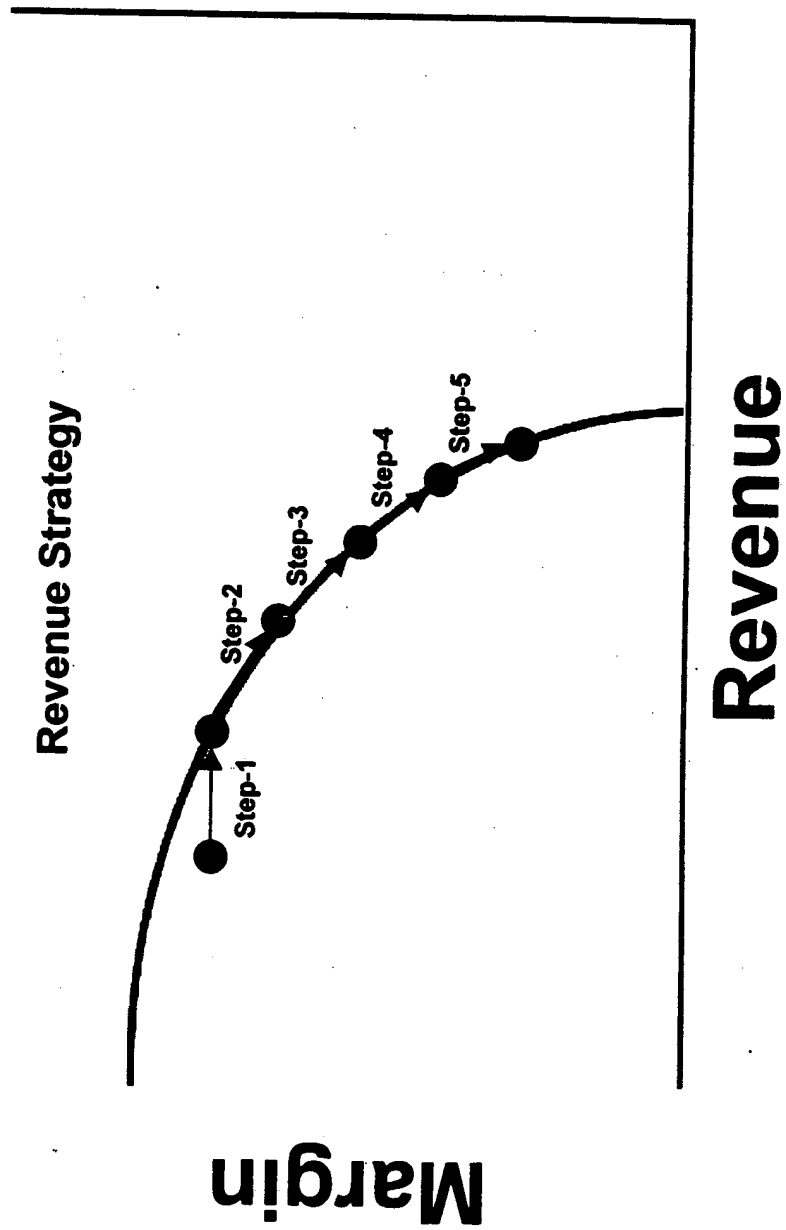


Figure 2

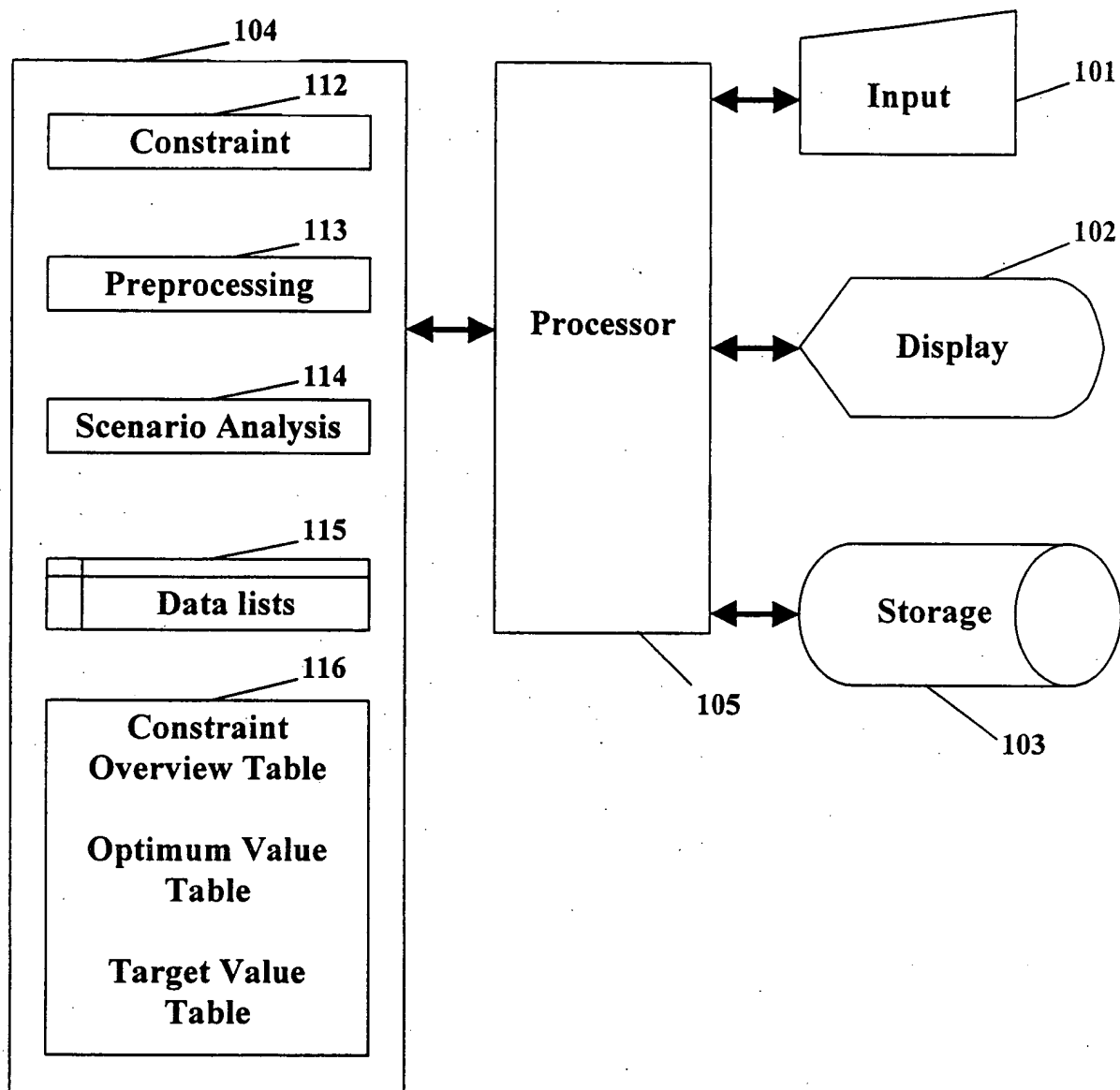


Figure 3

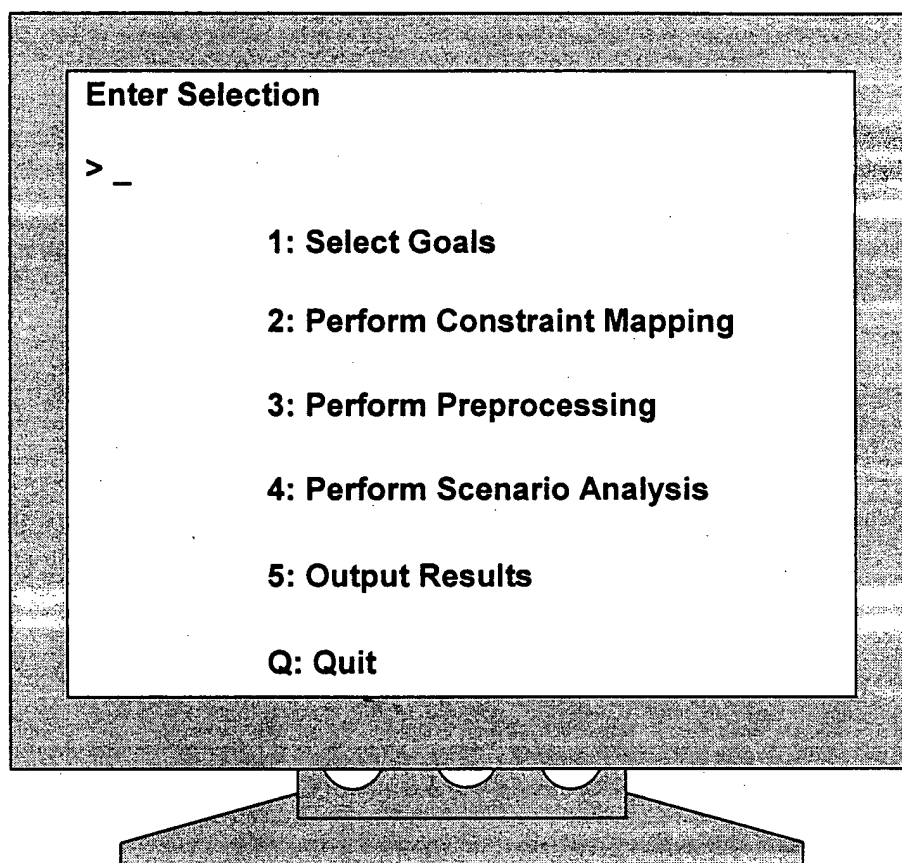


Figure 4

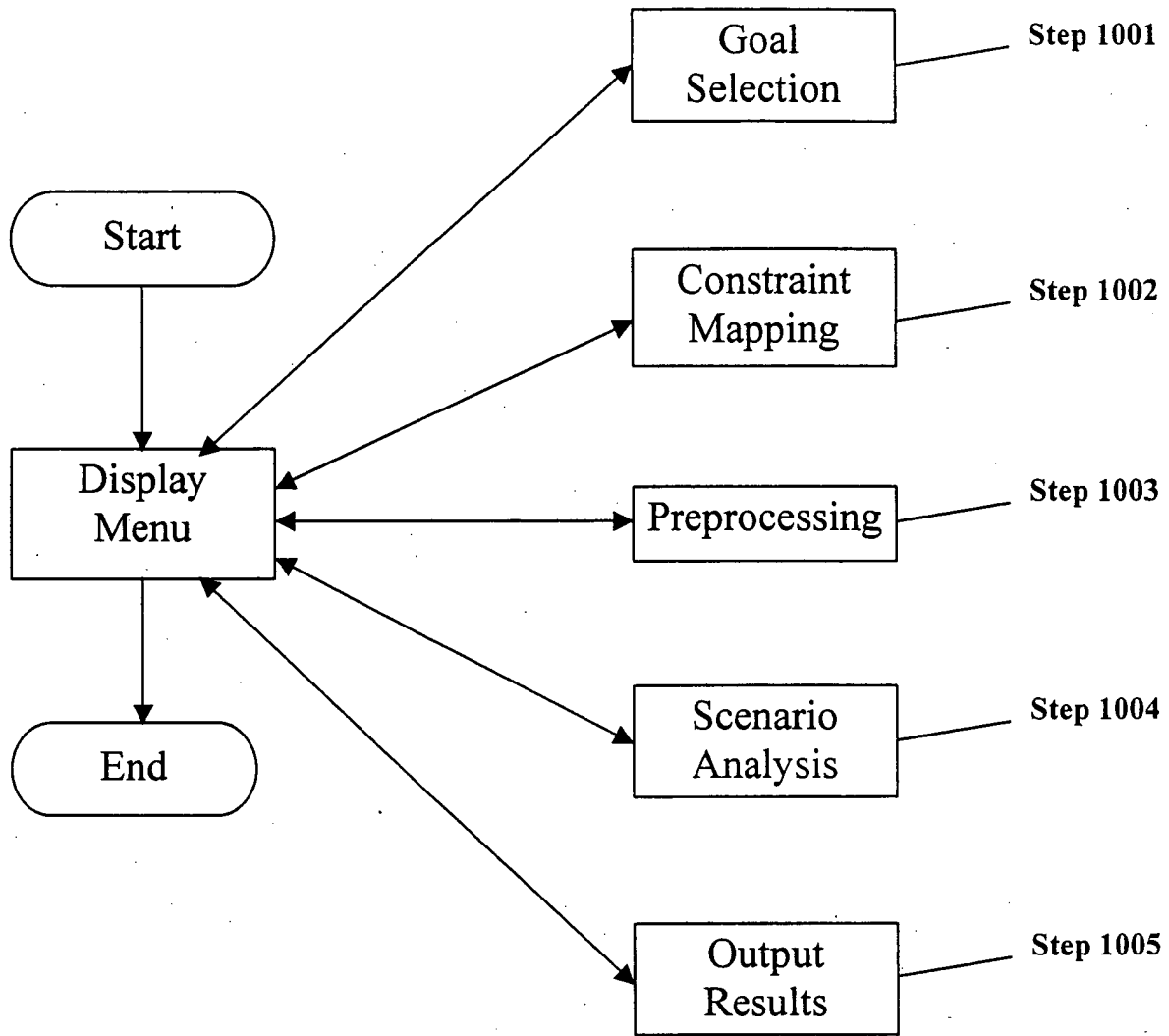


Figure 5

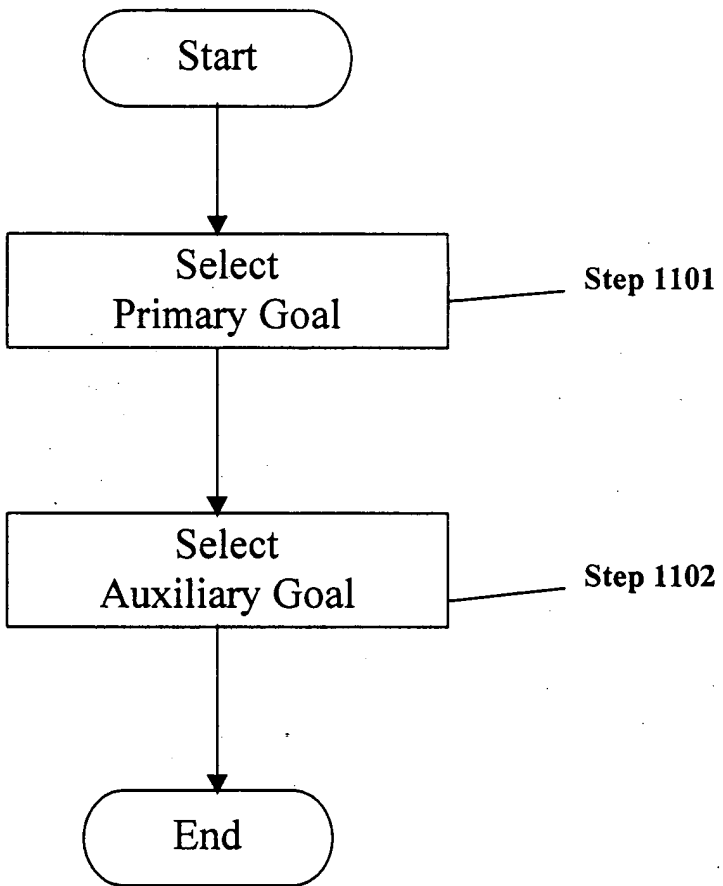


Figure 6

Select Goals

> _

Select Primary Goal

1. Select Predefined Primary Goal

a. Maximize Gross Profits:

$$\Pi = \sum Q_i(P_i - C_i)$$

b. Maximize Total Sales:

$$\Pi = \sum Q_i P_i$$

2. Define New Primary Goal

Select Auxiliary Goal

3. Select Predefined Auxiliary Goal

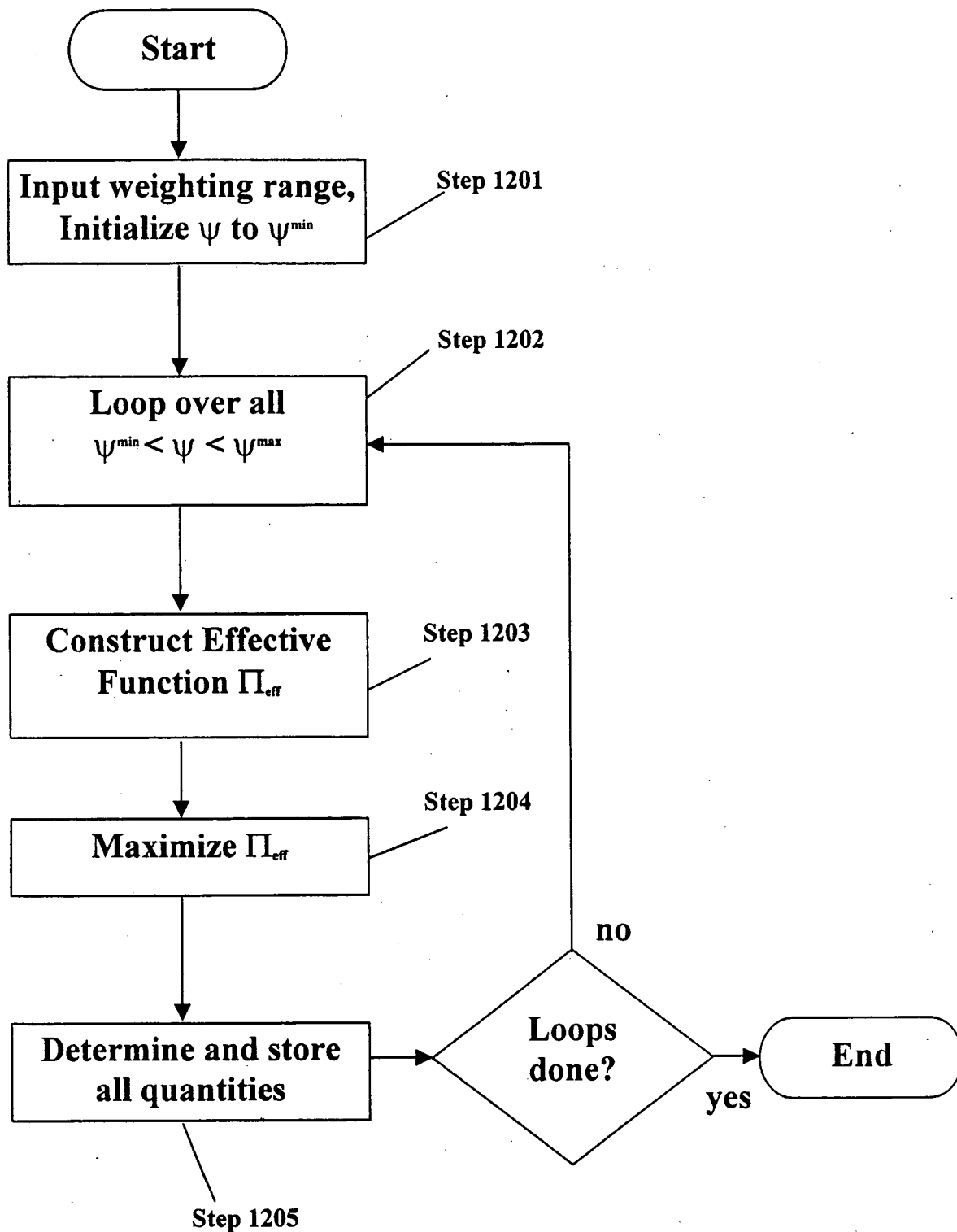
c. Maintain Overall Price Image:

$$\phi = \frac{1}{N} \sum_{i=1}^N \frac{P_i}{P_i} \times w_i,$$

4. Define New Auxiliary Goal

Q. Return to Main Menu

Figur 7



Figur 8

| ψ | Π | ϕ |
|--------|----------|--------|
| 1 | \$10,000 | 0 |
| 2 | \$11,000 | 1 |
| 3 | \$12,000 | 2 |
| 4 | \$13,000 | 3 |
| 5 | \$14,000 | 2 |
| 6 | \$15,000 | 1 |
| 7 | \$16,000 | 2 |
| 8 | \$17,000 | 3 |

Constraint Overview Table

| ϕ^{targ} | ψ^{high} | ψ^{low} |
|----------------------|----------------------|---------------------|
| 0.5 | 1 | 2 |
| 2.5 | 3 | 4 |
| 2.5 | 4 | 5 |
| 3.5 | NULL | NULL |

$\{\phi^{\text{bound}}\}$

Figure 9

Enter Weighting Rang

> _

1. Select Minimum Value: ψ^{\min}
2. Select Maximum Value: ψ^{\max}
3. Select Resolution: $\delta\psi$
4. Continue Constraint Mapping Routine

Figure 10

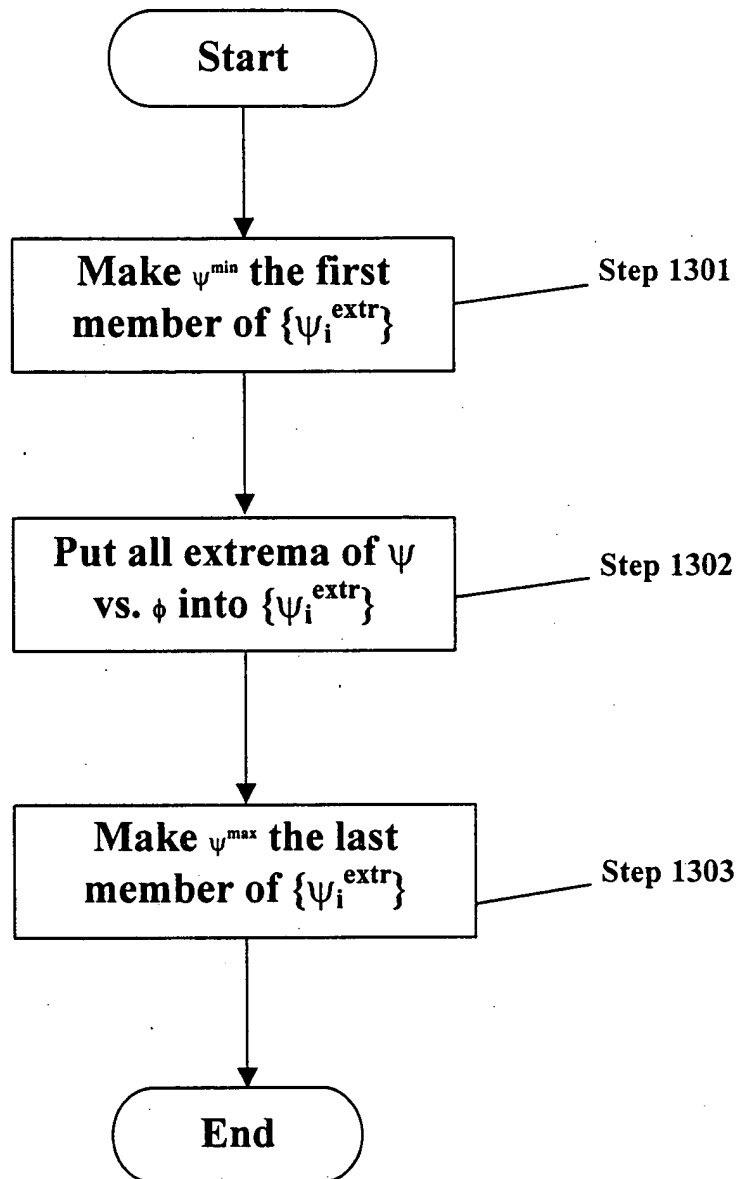


Figure 11

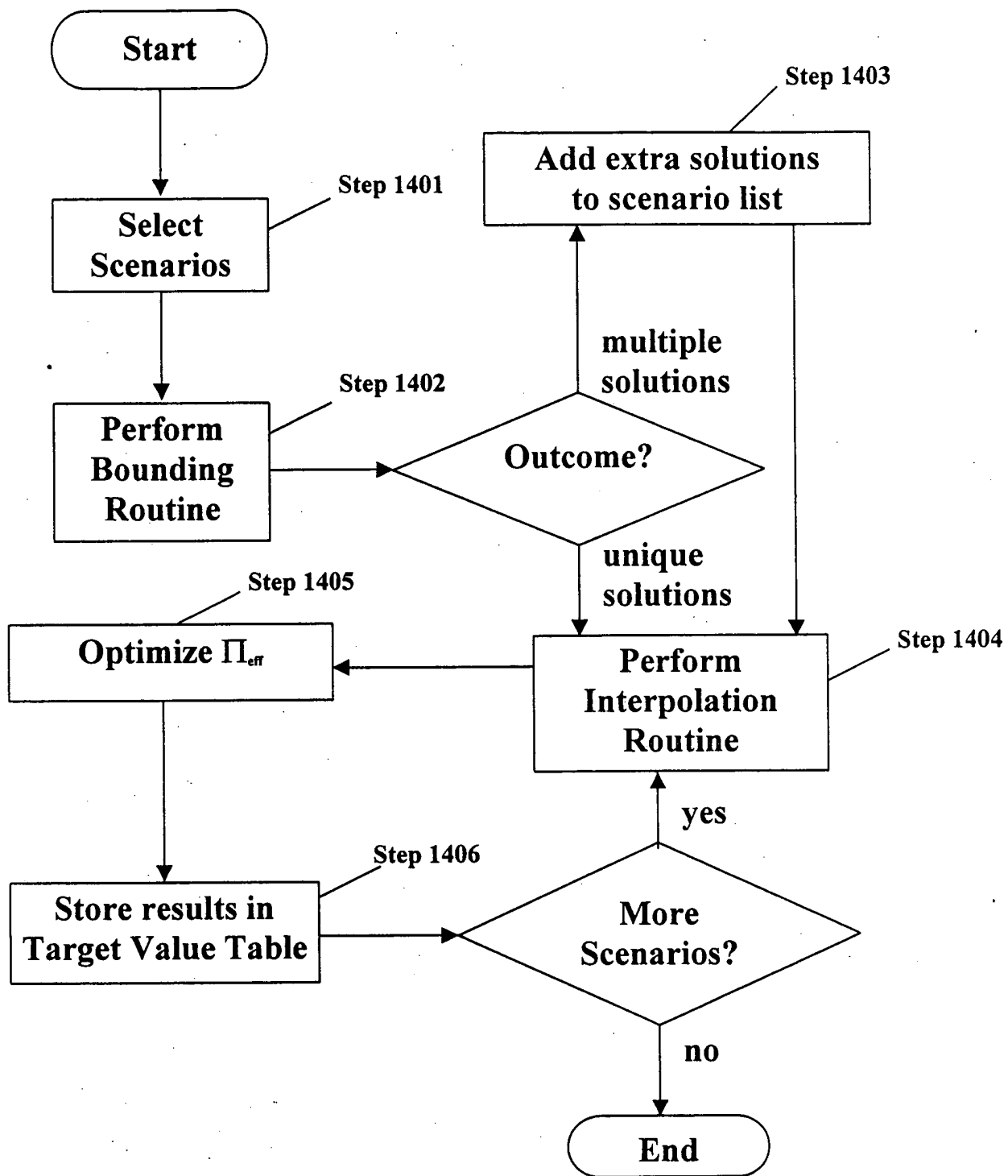


Figure 12

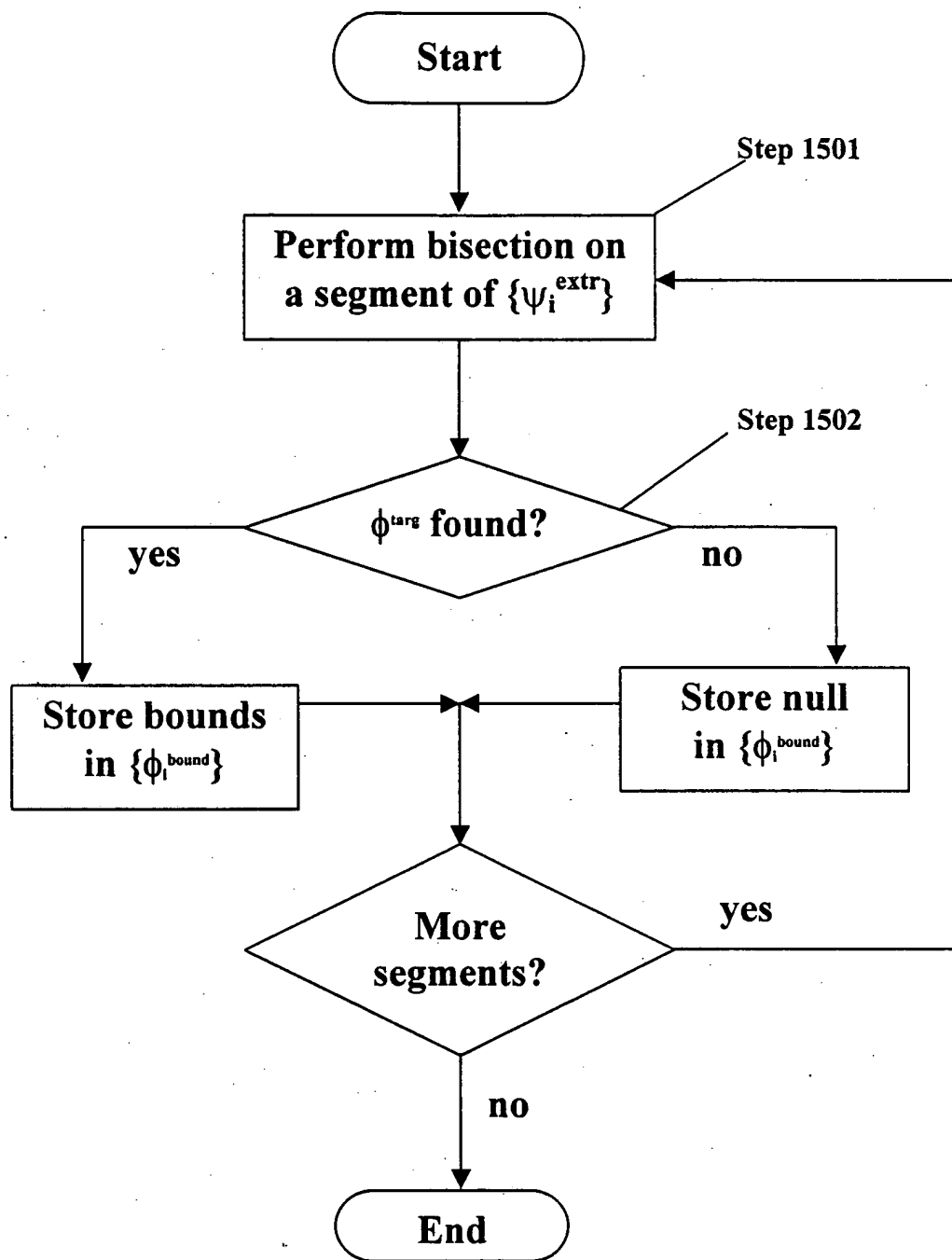
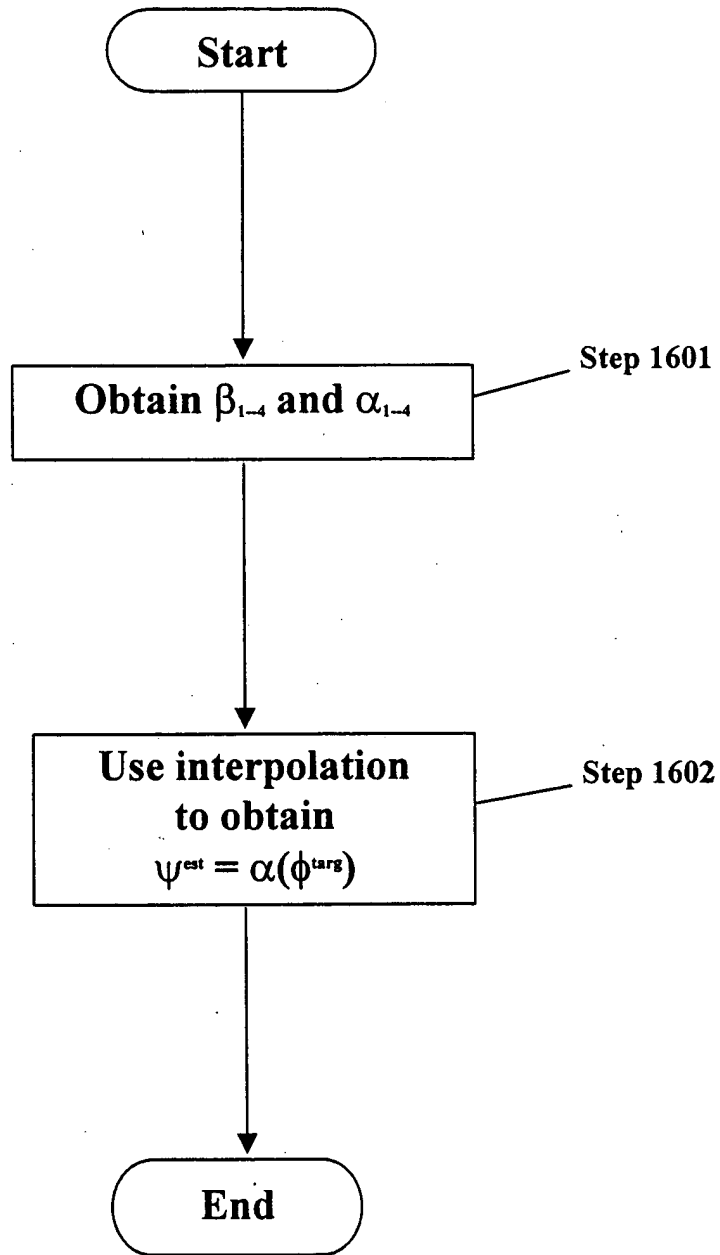


Figure 13



Figur 14

| Constraint Overview Table | |
|---|--------------------------------|
| ... | ... |
| $\psi = \alpha_1$ | $\phi = \beta_1$ |
| $\psi = \alpha_2$ | $\phi^{\text{low}} = \beta_2$ |
| $\phi^{\text{low}} < \phi^{\text{targ}} < \phi^{\text{high}}$ | |
| $\psi = \alpha_3$ | $\phi^{\text{high}} = \beta_3$ |
| $\psi = \alpha_4$ | $\phi = \beta_4$ |
| ... | ... |

Figure 15

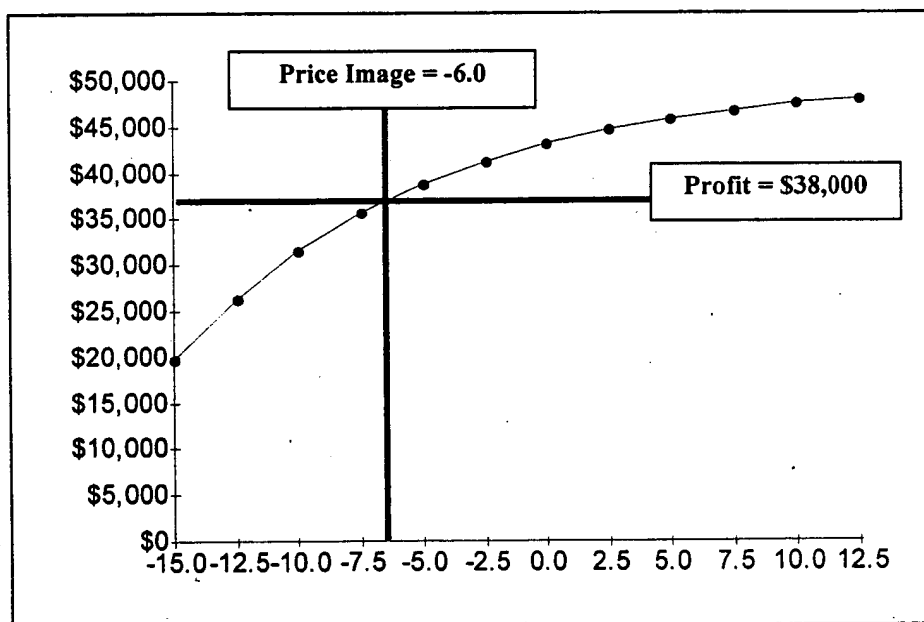


Figure 16